

## RINGKASAN

Penelitian berjudul “Diplomasi *Fashion* Indonesia Dalam *Jakarta Fashion Week* 2017-2018” merupakan penelitian yang berfokus pada analisis dampak ajang *Jakarta Fashion Week* 2017 dan 2018 sebagai sarana Diplomasi *Fashion* Indonesia. Ajang *Jakarta Fashion Week* 2017 dan *Jakarta Fashion Week* 2018 sengaja dipilih sebagai subjek penelitian, karena pada kedua tahun ajang tersebut mengangkat tema yang sangat menarik yakni tema mengenai *Sustainable Fashion and Ethical* serta *Bhinneka berkarya*. Dalam menganalisis penelitian tersebut, penulis menggunakan konsep Diplomasi *Fashion*, yang mana konsep tersebut merupakan konsep baru dalam Diplomasi, dan percaya bahwa *Fashion* memiliki dampak yang besar terhadap suatu negara dalam empat sektor suatu negara, yakni perekonomian, pemberdayaan perempuan, *Brand Image*, dan Politik Luar Negeri dalam hal bekerja sama (berdiplomasi). Berdasarkan data-data yang telah diperoleh, ajang *Jakarta Fashion Week* 2017 dan 2018 dinilai telah membawa dampak yang positif terhadap keempat sektor Diplomasi *Fashion* yang ada, sehingga ajang *Jakarta Fashion Week* dapat dijadikan Indonesia sebagai sarana Diplomasi *Fashion* bagi Indonesia.

Kata kunci: *Bhinneka Berkarya*, Diplomasi *Fashion*, Indonesia, *Jakarta Fashion Week*, *Sustainable Fashion and Ethical*.

## SUMMARY

*The research entitled “Indonesian Fashion Diplomacy in Jakarta Fashion Week 2017-2018” is a research that focuses on analyzing the impact of the Jakarta Fashion Week 2017 and 2018 as a tools of Fashion Diplomacy for Indonesia.were deliberately chosen as the research subject, because in both years the event raised a very interesting theme namely the theme of Sustainable Fashion and Ethical and Bhinneka Berkarya. In analyzing the research, the author uses the concept of Fashion Diplomacy, the concept of Fashion Diplomacy believes that Fashion has a major impact on a country in four sectors, such as economy sector, women’s empowerment, Brand Image, and Foreign policy in terms of cooperation (Diplomacy). Based on the data that has been obtained, the event of Jakarta Fashion Week 2017 and 2018 are considered to have had a positive impact, based on the four sectors of Fashion Diplomacy, so that the Jakarta Fashion Week event can be used as a tools of Fashion Diplomacy for Indonesia..*

*Key Words:: Bhinneka Berkarya, Fashion Diplomacy, Indonesia, Jakarta Fashion Week, Sustainable Fashion and Ethical.*